



*27th Nottingham Transport Conference – “Sharing in Success”
Roy Creswell Lecture
Nottingham, 27/28 March 2003*

Reducing Car Use!?

Just do it!

Werner Broeg

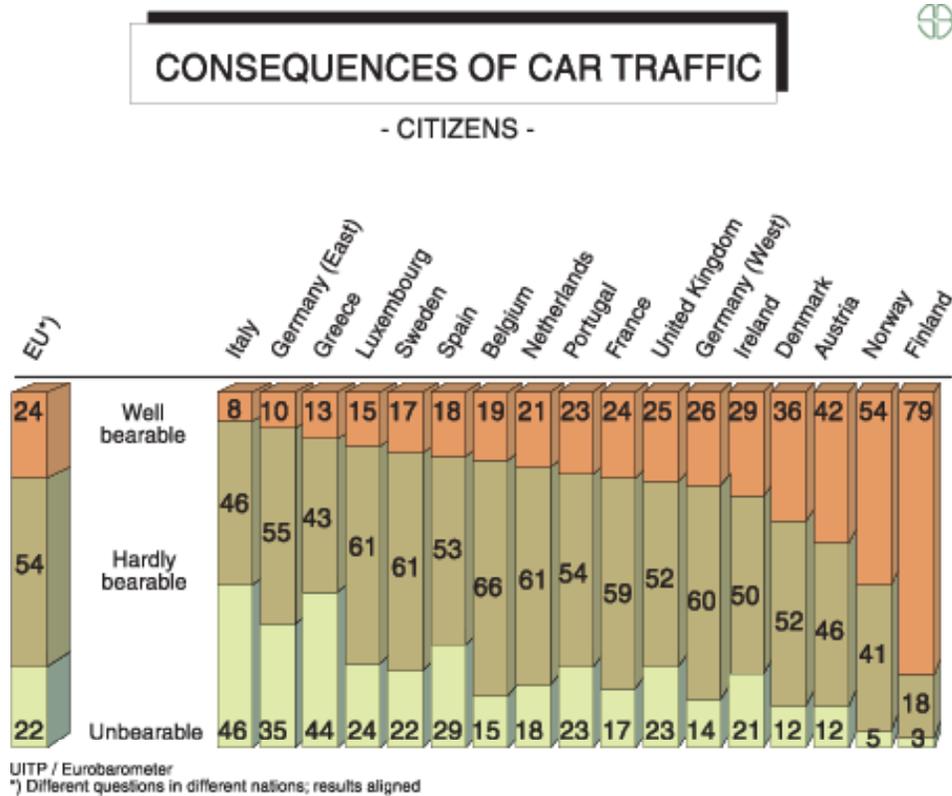
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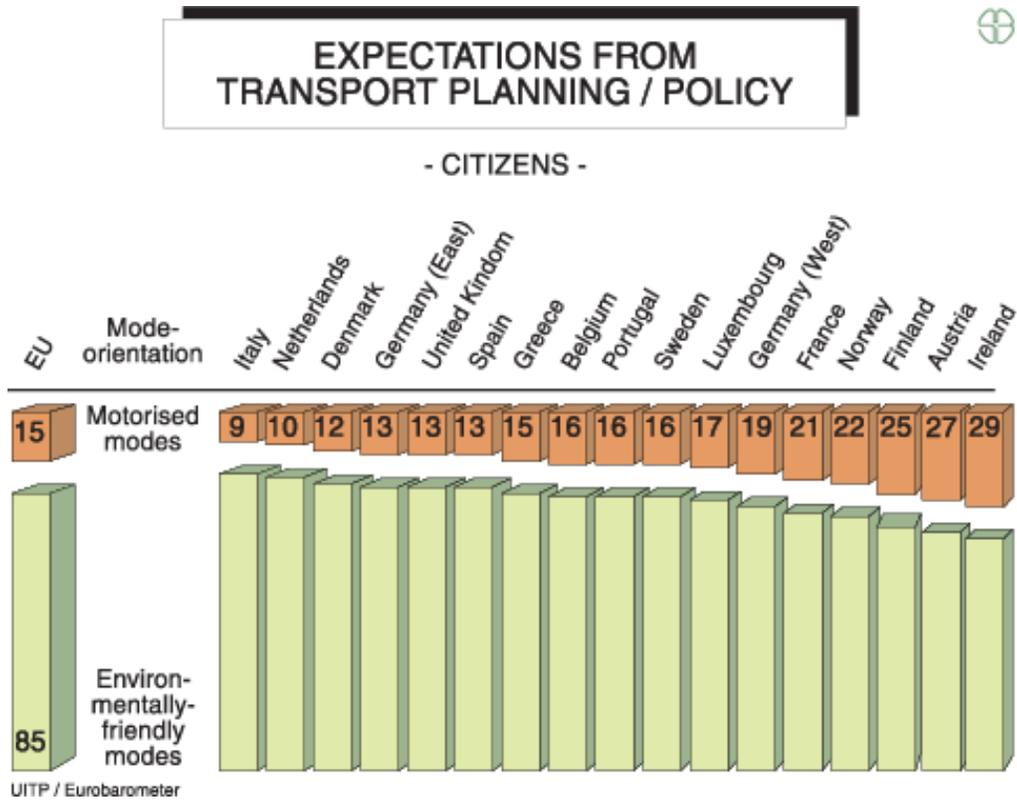
1 *Between Skylla and Charybdis*

The dependence on the car in everyday travel has increased enormously in the last decades. This has serious and growing consequences for the environment and health and for many communities affected by road traffic. At the same time, these consequences are very expensive for business, environment and society. Ways have to be found to overcome this car dependency so that people use other modes of transport.

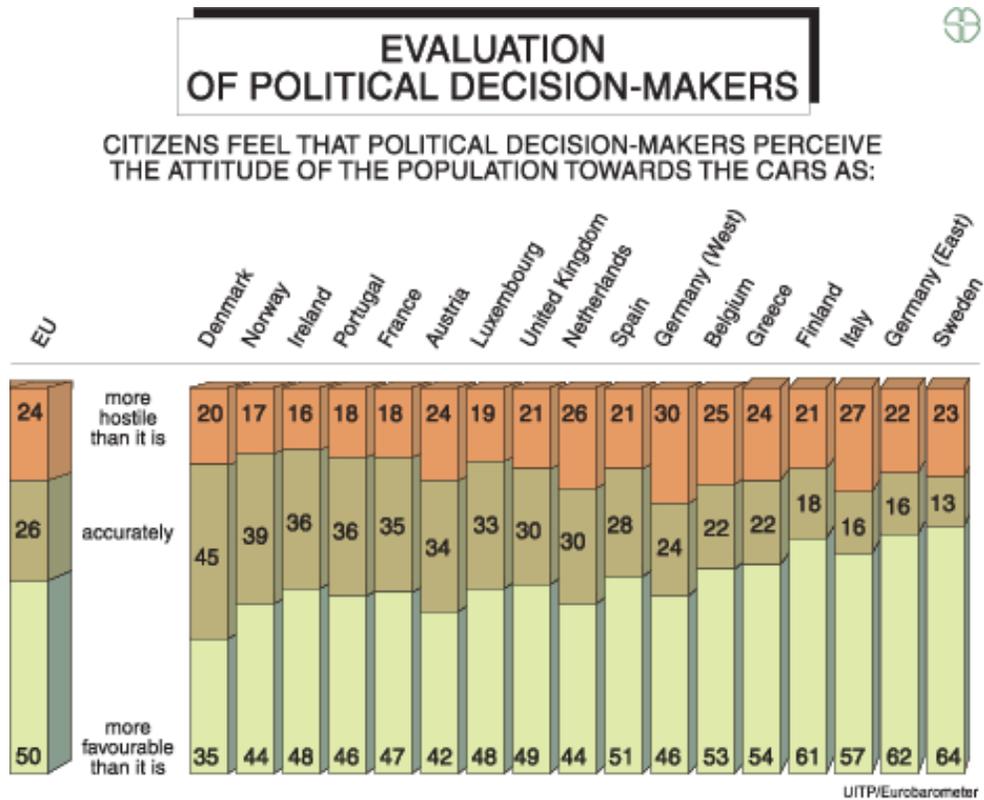
The steep increase in the use of motorised private transport has resulted in greater transport distances for the inhabitants of European cities but not in any substantial mobility gain. The time spent on transport has to a large extent remained steady, at about one hour per person per day (“active mobility”). But at the same time the consequences connected with this increase (“passive mobility”) have become much greater.



Since, however, passive mobility takes up an incomparably greater part of our lifetime, citizens mainly judge the traffic trend from the passive mobility standpoint. They therefore hope that transport planning and policy will provide relief precisely during the period of passive mobility by an orientation towards the promotion of environmentally friendly and not (no longer) motorised private modes.



This understandable wish that environmentally friendly transport modes will be encouraged is countered by public opinion which is seen as “pro-car”. Accordingly the importance of motorised private transport is overestimated and the possibility of reducing it is underestimated.



Nonetheless limited changes by individuals in their behaviour would be possible at any time without giving rise to major problems and would have great impact. But it is not sufficient for such behavioural changes to be possible, as they must also be considered possible. And the predominance of the car in public opinion runs counter to this requirement.

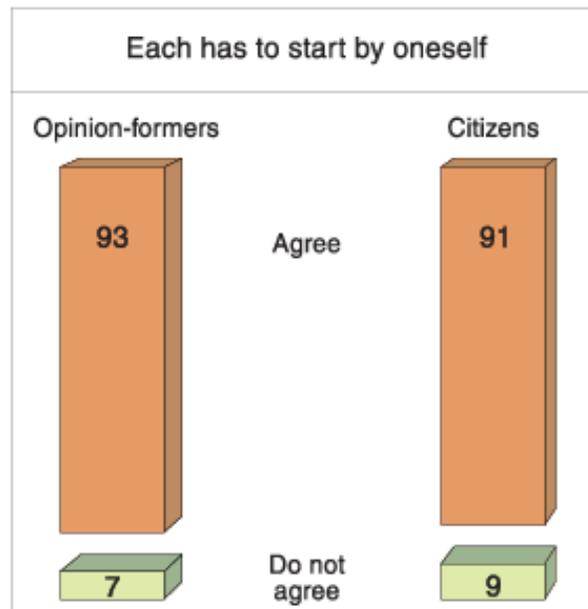
The result is, strange as it may seem, that the simple behavioural changes in active mobility, which would make an appreciable contribution to the desired improvements concerning passive mobility, are (wrongly) considered to be so radical that any attempt to initiate them is immediately seen as an unwarranted impairment of the quality of life. Accordingly practical measures to reduce traffic are not taken at all or not taken

confidently enough, and the very trend we think we are avoiding (deterioration in the quality of life) actually occurs.

Transport policy and transport planning do not provide much solution to this “mental blockage”. For, first and foremost, it is not a change in basic conditions which is necessary but a change in people. It is not “others” who have to make a change, but we ourselves. This obviously applies not only to citizens but also to opinion-formers and decision-makers.

IMPROVE CONSEQUENCES OF CAR TRAFFIC 

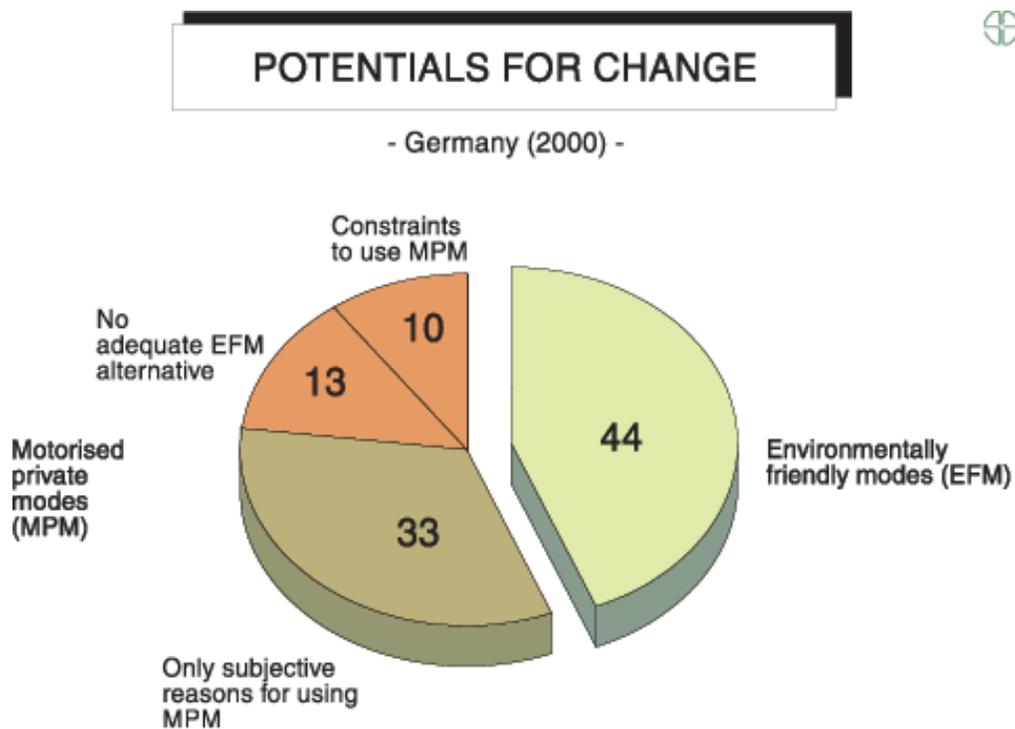
- Germany -



2 *Old Wine in New Barrels*

Behaviour is a product of wanting to do something and being able to do it. In the context of mobility, “being able” is determined by individual constraints and available options, whilst “wanting” is determined by information, perception and subjective preferences. The present discussion about ways of influencing people’s choice of transportation is indeed dominated by proposals concerning options (new tramways, bicycle tracks etc.), behavioural control (road pricing, parking fees etc.) or restrictions (no-parking zones, speed limits etc.). In all of this, it is assumed that people have to be influenced “from the outside” because they are not willingly prepared to adopt a pattern of sustainable mobility by themselves.

This is disproved by the findings of numerous studies on why people choose the transportation they do, and what the chances are of changing their behaviour patterns. Again and again, it has emerged that there is great potential for behavioural changes without the objective conditions needing to be changed at all. More than half of all car trips in Germany are made without any inherent necessity for choosing the car to make them, and there is at least one equally good, environmentally friendly alternative (= on foot, by bicycle, using public transport).





To open up this potential, therefore, does not require any costly investments or unpopular restrictions – all it takes is the deliberate use of “soft policies” (information, motivation, identification). Nor are people required to give up their cars entirely, but simply to give more thought to their choice of transportation. If every car driver in Germany were to make only two journeys a week (just one round trip) by a more environmentally friendly means of transportation than the car, the volume of car traffic would be reduced by a significant 15 - 20 %.

The potential for soft policies is especially great for the simple reason that people are swayed in their choice of transportation by severe miscalculations and lack of information. About half of the German citizens for whom public transport is a genuine alternative are not in possession of the facts; if they do know of the alternatives, they heavily overestimate the travelling time and the fares involved. In other words, people’s subjective perception of alternatives to the car is considerably worse than the true state of affairs. However, since it is subjective perception which controls behaviour patterns, this is the key to effective and sustainable influence.

3 *The Homeopathic Way to a Healthier Transport System*

In a business context, problems of this type are solved with differentiated marketing concepts. In the case we are examining, it would make sense to use a dialogue marketing process. This enables mobility patterns to be changed in a quasi-homeopathic way by strengthening existing resources. Citizens are taken seriously as active partners in solving a shared problem. They are motivated to make their own contribution and given all the help and information that they need. “Dialogue” means that they actively join in, decide for themselves what information they need, and are served individually instead of being the passive recipients of unwanted advertising material.



THE HOMEOPATHIC WAY



MOTIVATION and EMPOWERMENT

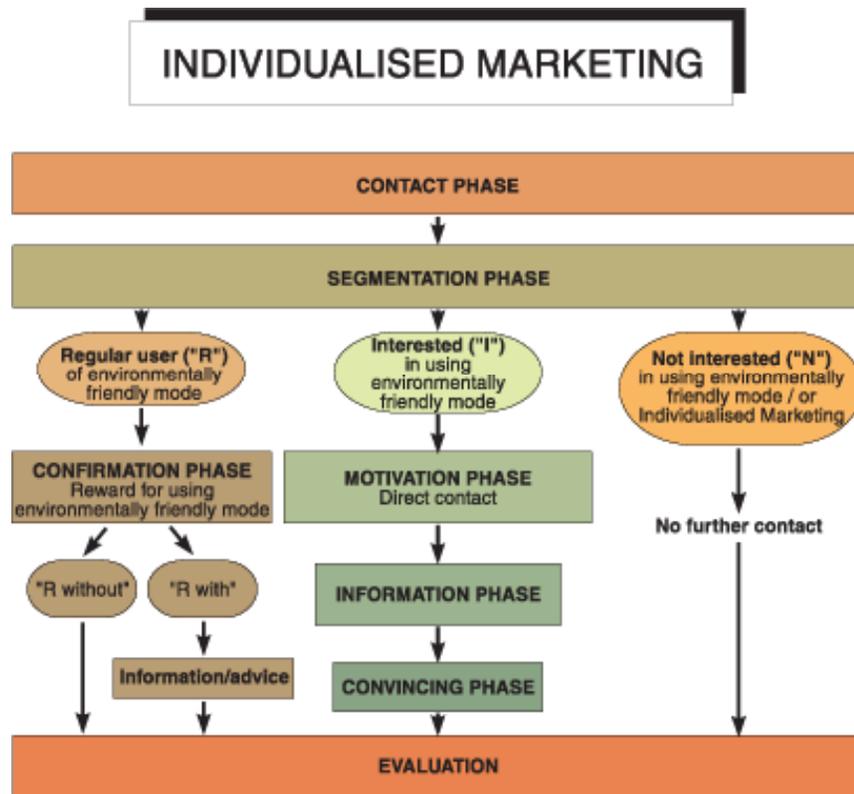
PARTNERSHIP and DIALOGUE

PERSONALISED and CUSTOMISED

“POSSIBLE” TRIPS and “SMALL” CHANGES

Dialogue marketing of this kind is particularly successful when it happens in a communal context, the dialogue (with all inhabitants) taking place in several phases.

First, all households are personally addressed and invited to reflect on their choice of transportation. Then – depending on how willing they are to change their behaviour patterns – they are segmented into different groups and drawn into a dialogue, which will vary from group to group. In this dialogue they receive not only information and advice tailored to their needs, but also reassurance and rewards. Measures range from providing a bus-stop timetable to making a house visit. In all cases, the dialogue is kept as individual as possible and only maintained for as long as necessary, so that the targeted persons do not feel burdened or pressurised (help to self-help). This concept has so far encountered thoroughly positive reactions, achieving not only sustainable changes in behaviour patterns, but also definite improvements in motivation and attitude. Their numerous letters and comments prove the point.



Private households are the classic field of application for individualised dialogue marketing (behavioural changes “at source”). There are, though, two useful and effective areas where this can be complemented: schools and businesses (behavioural changes “at destination”). In both cases, applying a slightly modified process can reinforce the effect, particularly where peak traffic is concerned, and gain additional important partners.

4 **Individualised Marketing – An Effective Tool for Reducing Car Use**

Individualised Marketing (IndiMark[®]) is a dialogue-based technique for promoting the use of public transport, cycling and walking as alternatives to car travel developed by Socialdata. It is a programme based on a targeted, personalised, customised marketing approach which empowers people to change their travel behaviour. Using these “soft policies” to make people think about their travel behaviour has proven to be highly successful in achieving shifts in mode from the car; shifts that are proving to be sustained in the longer term.

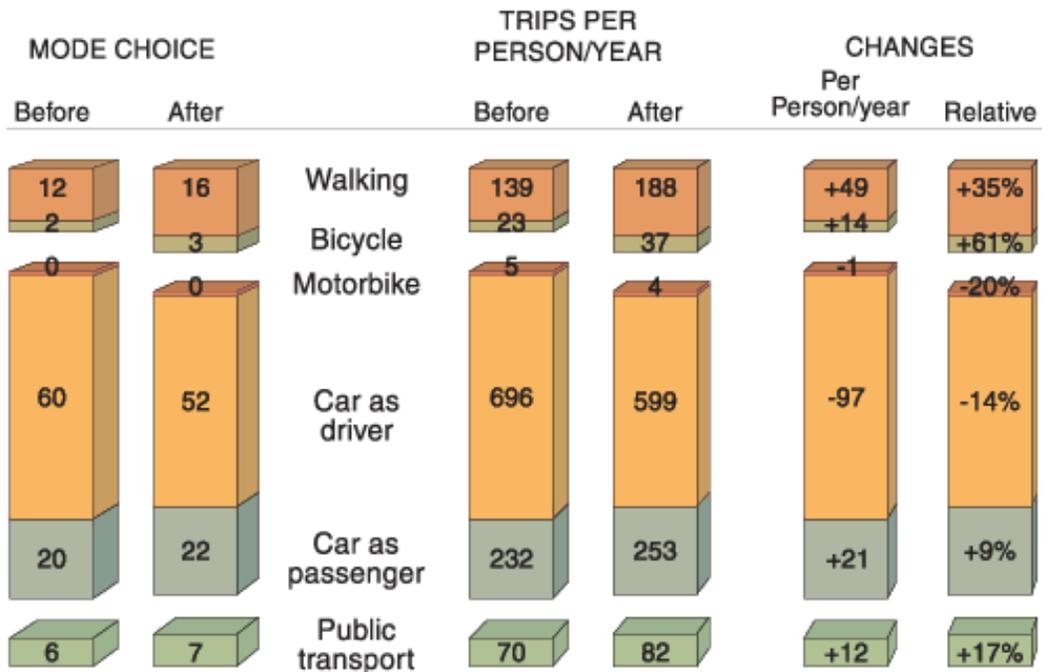


In the 1990s *Socialdata* undertook a series of projects of an experimental nature, in order to prove the effectiveness of so-called "soft policies" for public transport. The starting point of these experiments was the recognition that much opposition to the use of public transport is due to a lack of information and motivation. Potential users of public transport were contacted directly, to motivate them to think about their travel behaviour. They were then thoroughly informed about the availability of public transport to meet their specific needs. As an added incentive, selected test candidates were given a special ticket to use the public transport system free of charge for one month.

The development of the method was supported by an International demonstration project called "Switching to Public Transport", initiated by the UITP (International Association of Public Transport) – the world-wide association of urban and regional passenger transport operators, authorities and suppliers, with scientific leadership from *Socialdata*. In 13 European countries 45 projects were carried out which were very successful. This demonstration project showed that personalised encouragement, motivation and information could lead to considerable increase in public transport use, that the approach could be applied on a large scale and that it was relevant for many very different countries. Since then about 100 large scale projects in Europe have promoted public transport by IndiMark[®]. It has proven to be highly successful in achieving mode shifts from car to public transport.

Following from this, the approach of Individualised Marketing was extended to all environmentally friendly modes in order to reduce car use. It has been very successfully implemented on a large scale for the first time in Perth, the Australian metropolis said to have been built for and around the automobile. In a local council area (South Perth) with 35,000 inhabitants, without introducing any special measures as restrictions, the project succeeded in reducing the number of car trips by 14 % and the kilometres travelled in cars by 17 %. The share of trips made on foot rose by one third, bicycle trips increased by two thirds, public transport trips by one sixth (bus only by one quarter) and 10 % more trips were made as car passengers.

INDIMARK® SOUTH PERTH

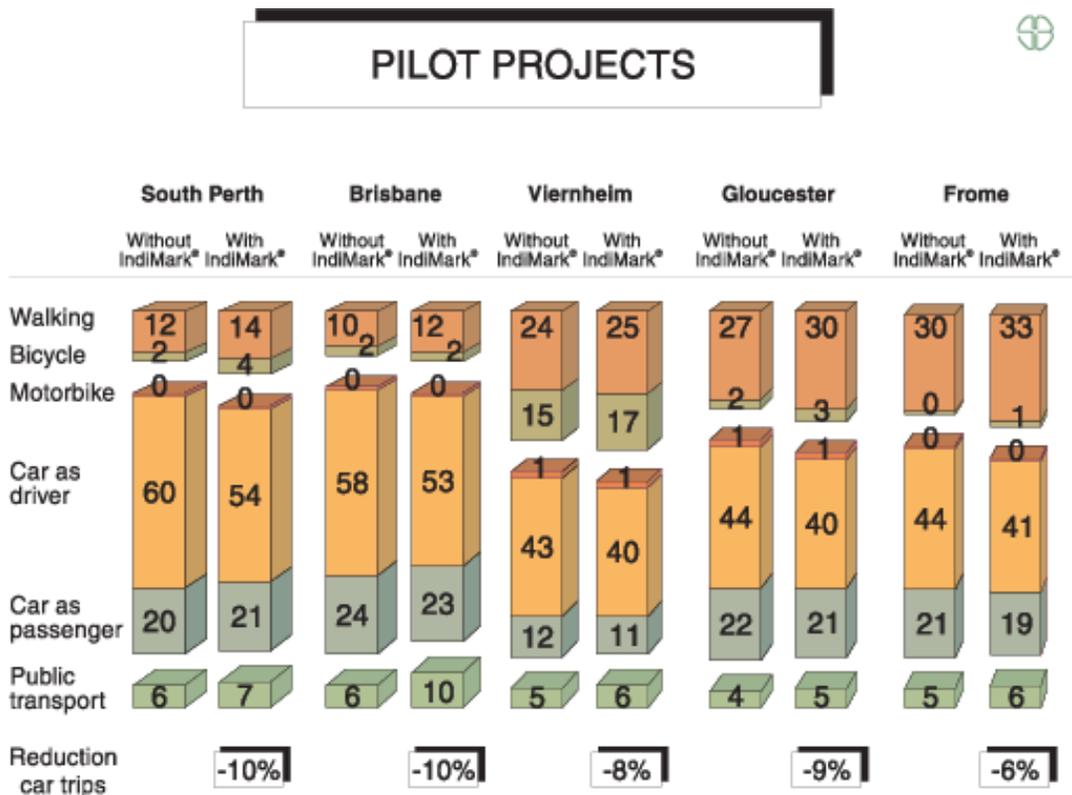


A cost-benefit analysis by the Department of Transport revealed a cost-benefit ratio of 1:30. These findings have induced the Government of Western Australia to extend the application of IndiMark® to half of Perth over the coming years.

5 A Global Approach for a Global Problem

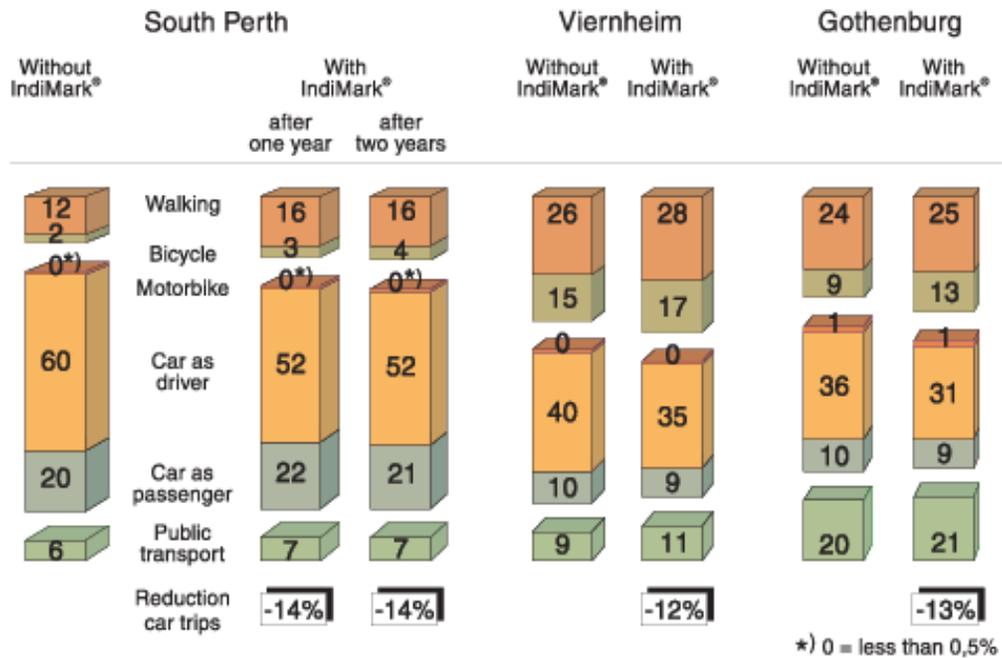
5.1 Mode choice

Since this successful application in Perth a number of other cities have tested and applied IndiMark® to reduce car trips. Pilot projects are under way in Paris, London, Portland (USA), Townsville (Australia) and completed in Australia (Perth, Brisbane), Germany (Viernheim) and the UK (Gloucester, Frome). They show a reduction of car trips between 6 % and 10 %:



There are at present large scale projects completed and evaluated in Perth, Viernheim and Gothenburg. In Perth and Viernheim, the success of the large scale application succeeded the result of the pilots; in Perth repeated evaluation surveys suggest that the behavioural changes achieved were sustainable.

LARGE SCALE PROJECTS



In addition to this, there are presently five large scale projects in Perth and five in the UK under way or close to completion.

The results of all projects in Europe, Australia and the United States which have been conducted so far show that Individualised Marketing has a great potential as a tool for promoting use of public transport, cycling and walking as alternatives to car travel.

The modal shift achieved makes a significant contribution to the aims of local transport policies and also other policies. The reduction of car use would help to reduce traffic congestion, improve air quality and cut road crash casualties, the associated increases in walking and cycling would make a significant contribution to health promotion purposes.



5.2 *Extended possibilities*

The key to the success of the process explained is personal contact. Once the requisite personal contact has been established, the dialogue is not restricted to a discussion of alternative means of transport that are kinder to the environment. On the contrary: it would be worthwhile, helpful and scarcely any more trouble to extend the dialogue. This might include promoting other ways of using transportation (such as “car-sharing” or “car-pooling” schemes) and encouraging a more environmentally sound use of the car. (There are journeys for which it is extremely difficult to replace the car by a more environmentally friendly means of transportation. In such cases it is often possible at least to encourage a more environmentally friendly use of the car. Automobile clubs offer successful programmes in this area, providing a valuable addition to the actual change of transportation).

The concept also touches on other topics that are of importance as regards sustainable development:

- Health (the increase of walking and cycling is entirely in line with the WHO recommendation of “30 minutes exercise per day”);
- Road safety (the introduction of driving habits that are kinder to the environment has brought about a considerable increase in road safety);
- Energy consumption (the motivation to adopt sustainable behaviour patterns in the choice of transportation combines very well with changes to energy consumption behaviour).

Clearly, then, a project of this nature should be implemented in a partnership of all social institutions. This is a particular asset of the concept, for truly sustainable behaviour patterns can only be achieved where there is a wide consensus between all the players (“social marketing”), including politicians, decision-makers, opinion leaders, media, user’s associations (walking, cycling, driving clubs etc.); providers in the transport market (public transport companies, car-sharing organisations, bicycle dealers etc.); businesses, chambers of commerce, professional associations; other players (medical insurance companies, energy providers) and (local) initiatives (Agenda 21, citizens’ initiatives etc.).



6 *In Control or Under Control of Traffic*

The insights at the root of this concept are neither new nor revolutionary. They have been proven effective. Nevertheless, they have not attracted the public attention they deserve. Instead, they meet widespread disbelief, scepticism and rejection by many transport professionals. This reveals one fundamental dilemma of the transport world.

Transport policy, transport planning and transport sciences have been greatly influenced in the last few decades by the rapid development of car traffic. In only a few dozen years the car has left an indelible mark on social life in the Western countries. It has become mankind's symbol for the technical conquest of nature, for freedom and affluence, for status and individuality. The slogan "open roads for free citizens" came to reflect the spirit of a generation who for the first time in history felt they were able to cast off their fetters and enjoy virtually unlimited mobility.

Those who produced cars or carried out the necessary infrastructure planning work were also held in equally high esteem and they succumbed to the universal euphoria; the (planning) techniques and instruments developed by them clearly reflected an emphasis on car traffic. With such planning methods and their planning action, they have left their mark on people's thinking and their environment.

But since mobility on the part of the "mobile" at the same time leads to considerable disturbances precisely for those who are "non-mobile", and since no disturbance is greater than that caused by the car, this increasing mobility necessarily raises the disturbance level. This did not seem to matter as long as the consequences of mobility were seen as the inevitable (and appropriate) price to be paid for "personal freedom".

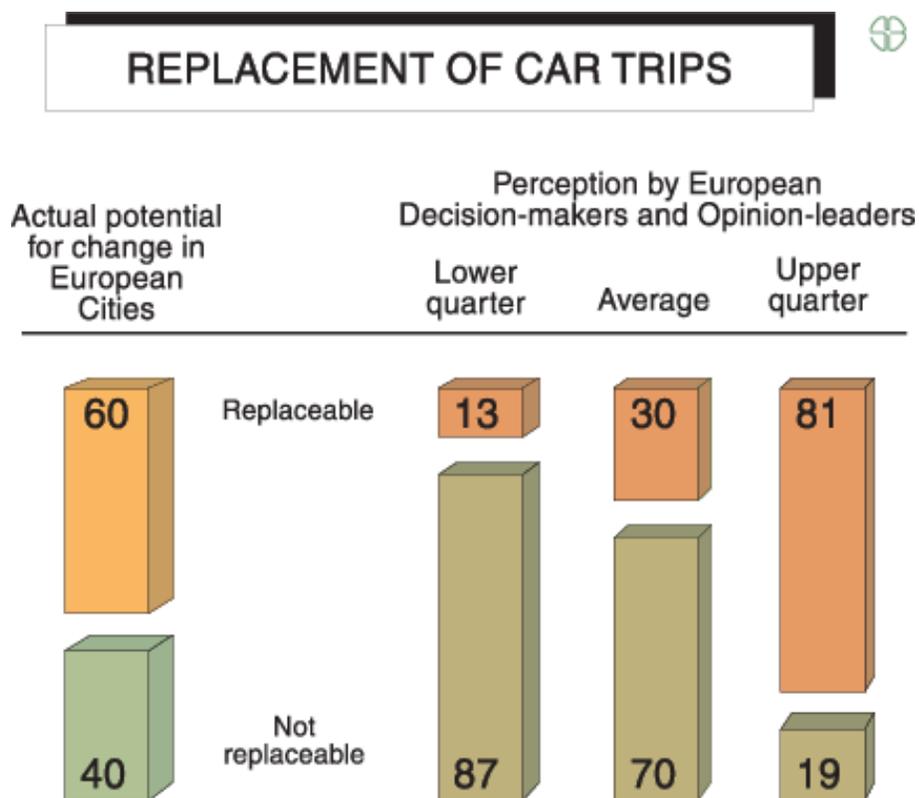
A change in thinking has slowly taken place: the detrimental effects of mobility are judged as negatively as the benefits of acquired mobility are positively. Along with the growing insight into finite nature of resources, a singular kind of conflict has arisen: the more people believe the message that mobility can be increased ad infinitum, the more self-defeating this message becomes. Maximising individual benefits on a massive scale has an overall detrimental impact that, in turn, neutralises these benefits.

And yet another change can be made particularly clear by using transport as an example. While after the Second World War the car symbolised with such striking effect the conquest of nature and personal freedom, it now epitomises the necessity of

subordinating personal development, which is theoretically possible, to the paramount interest of environmental conservation.

It is precisely everyday mobility that makes it possible to achieve considerable overall improvements by means of numerous, minor changes in individual behaviour and to test a change in thinking that is very important for the survival of humanity.

Unfortunately, this opportunity is scarcely perceived by transport policy decision-makers, transport planners and transport theorists. Those who are so often themselves the staunchest advocates of “automobile freedom” find it extremely difficult to accept the idea that transport modes which are more tolerable than the car have to be promoted.



It is here that the transport professionals themselves could provide the inspiration for a major change of course in the transport field. However, they would first have to realise that it is possible for them to change their own behaviour too.